



WBTV

ORDER

Print Date 09/24/12

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Flight Dates 09/24/12-09/30/12

Contract / Revision 824921 /
 Original Date / Revision 09/24/12 09/24/12
 Advertiser Pat McCrory for Governor

Agency Smart Media Group

Buying Contact

814 King Street
 Alexandria, VA 22314

Product MCCRORY FOR NC GOVER

Agency Com 15%

Billing Contact

814 King Street
 Alexandria, VA 22314

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 924930

Alt Order # 06218294

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL500

Priority P 3

Advertiser Ref

Primary Account Executive
 Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 37% Market Value 75337

Competing Station	% of Order	Amount
WAXN	%	0
WBTVn	%	0
WBTVt	%	0
WCCB	8%	6027
WCNC	18%	13560
WHKY	%	0
WJZY	%	0
WMYT	%	0
WNSC	%	0
WSOC	37%	27875
WTVI	%	0
WUNE	%	0
WUNG	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	40	\$23,693.75	\$27,875.00	0.00	08/27/12	09/30/12	40	\$23,693.75	\$27,875.00
Totals	40	\$23,693.75	\$27,875.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WBTV	09/25/12	09/28/12	WBTV News at Noon WBTV News At Noon	Comm	12-12:30p	- TWTF - -	:30	5	\$350.00	P 3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -		5			\$350.00			0.00			
E 2	WBTV	09/29/12	09/29/12	CBS Saturday Early Show CBS Saturday Early Show	Comm	8-10a	- - - - - 1 -	:30	1	\$500.00	P 1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - - 1 -		1			\$500.00			0.00			
E 3	WBTV	09/25/12	09/28/12		Comm	7-9a	- TWTF - -	:30	6	\$400.00	P 3	0.00	NM	6	\$2,400.00



WBTV

Print Date: 09/24/12

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Contract / Revision **824921** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:15:00

Advertiser **Pat McCrory for Governor** Product **MCCRORY FOR NC GOVER** Estimate # **924930**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS AM Network News															
The Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -		6			\$400.00		0.00				
E 4	WBTV	09/29/12	09/29/12	WBTV Sat 7a News	Comm	7-8a	- - - - - 1 -	:30	1	\$500.00	P 1	0.00	NM	1	\$500.00
WBTV Sat 7a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - - - - 1 -		1			\$500.00		0.00				
E 5	WBTV	09/25/12	09/28/12	WBTV News 6a	Comm	6-7a	- TWTF - -	:30	5	\$600.00	P 3	0.00	NM	5	\$3,000.00
WBTV News 6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -		5			\$600.00		0.00				
E 6	WBTV	09/30/12	09/30/12	CBS Sunday Morning	Comm	9-1030a	- - - - - 1	:30	1	\$725.00	P 1	0.00	NM	1	\$725.00
CBS Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - - - - 1		1			\$725.00		0.00				
E 7	WBTV	09/25/12	09/28/12	WBTV News a 5:30p	Comm	M-F 530p-6p	- TWTF - -	:30	5	\$650.00	P 3	0.00	NM	5	\$3,250.00
WBTV News at 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -		5			\$650.00		0.00				
E 8	WBTV	09/25/12	09/28/12	WBTV News at 6p	Comm	M-F 6p-630p	- TWTF - -	:30	5	\$1,600.00	P 1	0.00	NM	5	\$8,000.00
WBTV News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -		5			\$1,600.00		0.00				
E 9	WBTV	09/25/12	09/28/12	Late Show with David Letterman	Comm	1135-1237a	- TWT - - -	:30	5	\$450.00	P 1	0.00	NM	5	\$2,250.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWT - - -		5			\$450.00		0.00				
E 10	WBTV	09/29/12	09/29/12	WBTV Sat News at 11p	Comm	11p-1135p	- - - - - 1 -	:30	1	\$750.00	P 3	0.00	NM	1	\$750.00
WBTV 11p News / Sat.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - - - - 1 -		1			\$750.00		0.00				
E 11	WBTV	09/25/12	09/28/12	WBTV News at 11p	Comm	11p-1135p	- TWTF - -	:30	5	\$950.00	P 3	0.00	NM	5	\$4,750.00
WBTV News @ 11p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -		5			\$950.00		0.00				
Totals														40	\$27,875.00